

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 496793 /		<u>Alt Order #</u> 06359704
<u>Product</u> BERKLEY 4 SENATE ADD		
<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/02/12	10/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$725.00			
N 2	KVVU	10/08/12	10/08/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$725.00			
N 3	KVVU	10/02/12	10/05/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	4	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$195.00			
N 4	KVVU	10/08/12	10/08/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$195.00			
N 5	KVVU	10/02/12	10/05/12	MORE Access	630-7pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$400.00			
N 6	KVVU	10/08/12	10/08/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$400.00			
N 7	KVVU	10/02/12	10/05/12	Fox 5 News at 5	5-530p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$550.00			
N 8	KVVU	10/08/12	10/08/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$550.00			
Totals											20	\$9,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	20	\$9,350.00	\$7,947.50
Totals	20	\$9,350.00	\$7,947.50

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u>		<u>Alt Order #</u>
496793 /		06359704
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/12 - 10/08/12	BERKLEY 4 SENATE A	
<u>Advertiser</u>		<u>Original Date / Revision</u>
Berkley For Senate		10/01/12 / 10/01/12

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 13.23

REP: TO ROSE
FR NIKKI
NEW SHELLEY BERKLEY ADD
TOTAL 9350
PLS CNF THANKS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$725.00	10/2	10/5	4		TU-F	4
PROGRAM : NEWS												
CON COM1 : MAX 1X DAY												
2			600A-700A	30		\$725.00	10/8	10/8	1		MON	1
PROGRAM : NEWS												
3			1200N-100P	30		\$195.00	10/2	10/5	4		TU-F	4
PROGRAM : DIVORCE COURT												
CON COM1 : MAX 1X DAY												
4			1200N-100P	30		\$195.00	10/8	10/8	1		MON	1
PROGRAM : DIVORCE COURT												

REP HEADLINE# 6359704
 *** ORIGINAL REV#0 ***

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT1/12 13.23
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5			630P-700P	30		\$400.00	10/2	10/5	4		TU-F	4
PROGRAM : MORE												
CON COM1: MAX 1X DAY												
6			630P-700P	30		\$400.00	10/8	10/8	1		MON	1
PROGRAM : MORE												
7			500P-530P	30		\$550.00	10/2	10/5	4		TU-F	4
PROGRAM : NEWS												
CON COM1: MAX 1X DAY												
8			500P-530P	30		\$550.00	10/8	10/8	1		MON	1
PROGRAM : NEWS												
OCT/12			\$9,350.00									
CONTRACT TOTAL											\$9,350.00	
TOTAL SPOTS											20	

MARKET TOTALS \$44,523 KVVU 21% KSNV 24% KLAS 21% KTNV 30% KVMY 3% KVCW 1% CABL 0%
 KTUD 0%
 ADD TO SKED SAHRES EST
 SVC- NSI
 DEMOS- RA35+*